

---

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549**

---

**FORM 8-K**

---

**CURRENT REPORT PURSUANT TO  
SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of report (Date of earliest event reported): September 9, 2010

---

**McDONALD'S CORPORATION**

(Exact Name of Registrant as Specified in Charter)

---

**Delaware**  
(State or Other Jurisdiction  
of Incorporation)

**1-5231**  
(Commission  
File Number)

---

**36-2361282**  
(IRS Employer  
Identification No.)

**One McDonald's Plaza  
Oak Brook, Illinois**  
(Address of Principal Executive Offices)

**60523**  
(Zip Code)

---

**(630) 623-3000**  
(Registrant's telephone number, including area code)

---

**Not Applicable**  
(Former Name or Former Address, if Changed Since Last Report)

---

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2. below):

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- 
-

**Item 7.01. Regulation FD Disclosure.**

On September 9, 2010, the Company issued an Investor Release reporting the Company's August and year-to-date 2010 sales. The Investor Release is furnished as Exhibit 99 and is attached hereto.

**Item 9.01. Financial Statements and Exhibits.**

(d) *Exhibits.*

99 Investor Release of McDonald's Corporation issued September 9, 2010:  
McDonald's Posts Strong Global Comparable Sales – August Up 4.9%

## **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**McDONALD'S CORPORATION**  
(Registrant)

Date: September 10, 2010

By: /s/ Michael Soenke

Michael Soenke  
Corporate Vice President – Assistant Controller

## Exhibit Index

Exhibit No. 99      Investor Release of McDonald's Corporation issued September 9, 2010:  
McDonald's Posts Strong Global Comparable Sales – August Up 4.9%

**Investor Release****FOR IMMEDIATE RELEASE**

09/09/10

**FOR MORE INFORMATION CONTACT:**

Investors: Mary Kay Shaw, 630-623-7559

Media: Heidi Barker, 630-623-3791

**McDONALD'S POSTS STRONG GLOBAL COMPARABLE SALES – AUGUST UP 4.9%**

OAK BROOK, IL — McDonald's Corporation today announced global comparable sales growth of 4.9% in August. Performance by segment was as follows:

- **U.S. up 4.6%**
- **Europe up 2.2%**
- **Asia/Pacific, Middle East and Africa up 7.8%**

“Giving our customers a unique balance of food and beverage choices is driving performance in every area of the world,” said McDonald's Chief Executive Officer Jim Skinner. “We're offering new menu items and classic favorites, including premium and value selections, all for our customers to enjoy in our convenient, contemporary restaurants. We intend to continue our momentum by further enhancing the McDonald's experience and giving customers even more reasons to visit.”

U.S. comparable sales increased 4.6% for the month. The ongoing appeal of the McCafé Real Fruit Smoothies and Frappés, complemented by McDonald's everyday affordability and core menu options, drove the month's performance.

In Europe, comparable sales rose 2.2% in August due to strong performance in the U.K. and Russia, slightly offset by France. Relevant limited-time food offerings, including the summer barbeque food event in the U.K., were key sales drivers for the month.

Comparable sales in Asia/Pacific, Middle East and Africa rose 7.8%, fueled by sales growth in Japan, China and Australia. Locally-relevant menu items, daypart value options and convenience drove APMEA's growth.

Systemwide sales increased 4.7%, or 6.2% in constant currencies, for the month.

Percent Increase/(Decrease) Month ended August 31,	Comparable Sales		Systemwide Sales	
	2010	2009	As Reported	Constant Currency
McDonald's Corporation	4.9	2.2	4.7	6.2
Major Segments:				
U.S.	4.6	1.7	5.2	5.2
Europe	2.2	3.5	(3.3)	4.5
APMEA*	7.8	(0.5)	16.1	8.5
Year-To-Date August 31,				
McDonald's Corporation	4.9	4.2	7.7	6.4
Major Segments:				
U.S.	3.3	3.5	3.9	3.9
Europe	4.8	5.2	5.5	7.1
APMEA*	6.2	3.8	16.6	8.2

\* Asia/Pacific, Middle East and Africa

## Definitions

- Comparable sales represent sales at all restaurants in operation at least thirteen months including those temporarily closed, excluding the impact of currency translation. Some of the reasons restaurants may be temporarily closed include reimaging or remodeling, rebuilding, road construction and natural disasters. Management reviews the increase or decrease in comparable sales compared with the same period in the prior year to assess business trends.
- Constant currency results exclude the effects of currency translation and are calculated by translating current year results at prior year average exchange rates.
- Systemwide sales include sales at all restaurants, whether operated by the Company or by franchisees. While franchised sales are not recorded as revenues by the Company, management believes the information is important in understanding the Company's financial performance because these sales are the basis on which the Company calculates and records franchised revenues and are indicative of the financial health of the franchisee base.
- The number of weekdays and weekend days can impact our reported comparable sales. In August 2010, this calendar shift/trading day adjustment consisted of one less Saturday and one more Tuesday compared with August 2009. The resulting adjustment varied by area of the world, ranging from approximately -0.6% to -1.2%. In addition, the timing of holidays can impact comparable sales.

## Upcoming Communications

McDonald's tentatively plans to release third quarter results before the market opens on October 21, 2010 and will host an investor webcast. This webcast will be broadcast live and available for replay for a limited time thereafter at [www.investor.mcdonalds.com](http://www.investor.mcdonalds.com).

McDonald's is the leading global foodservice retailer with more than 32,000 local restaurants in more than 100 countries. More than 80% of McDonald's restaurants worldwide are owned and operated by franchisees. Please visit our website at [www.aboutmcdonalds.com](http://www.aboutmcdonalds.com) to learn more about the Company.

**Forward-Looking Statements**

This release contains certain forward-looking statements, which reflect management's expectations regarding future events and operating performance and speak only as of the date hereof. These forward-looking statements involve a number of risks and uncertainties. The factors that could cause actual results to differ materially from our expectations are detailed in the Company's filings with the Securities and Exchange Commission, such as its annual and quarterly reports and current reports on Form 8-K.

# # #